CLAIMS

What is claimed is:

1.   A method comprising the steps of:

    (a) receiving either a request for content from a client system which targets a

network server or an additional content inquiry from the client system; and

    (b) providing, in response to either receiving the request or the inquiry, additional

content to the client system in other than the requested content.

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2.   The method of claim 1 wherein the providing step (b) comprises the step of

providing additional information regarding the network server to selected client systems

of a plurality of client systems which issue requests for content which target the network

server.

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3.   The method of claim 1, wherein the providing step (b) comprises the step of

providing the additional content without altering the substance of the requested content.

4.   The method of claim 1, further comprising the step of checking whether

20   additional content corresponding to the network server exists, and wherein the providing

step (b) comprises the step of providing the requested content to the client system in

response to the presence of the additional content corresponding to the network server.

5.   The method of claim 1, further comprising the step of forwarding the request to the network server via the Internet.

6.   The method of claim 1, wherein the additional content comprises an option for making a telephone call.

7.   The method of claim 6, wherein the additional content comprises an option for making a telephone call without requiring provision of a telephone number by a user.

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8.   The method of claim 6, wherein the additional content comprises an option for making a telephone call without termination of a current client system to network communication session.

15   9.   The method of claim 1, wherein the method further comprises a step of automatically establishing and facilitating a voice call to a PSTN handset in response to a user's selection of the additional content.

10.   The method of claim 1, wherein the providing step (b) comprises the step of

20   providing an identifier of additional content to the client system.

11.   The method of claim 10, wherein the identifier of additional content comprises a

Uniform Resource Locator (URL).

12.   The method of claim 1, wherein the receiving step (a) comprises the step of

5   receiving the request prior to forwarding the request to the network server via the

Internet.

13.   The method of claim 1, further comprising the step of returning a marked version

of the request to the client system.

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14.   The method of claim 13, further comprising the steps of:
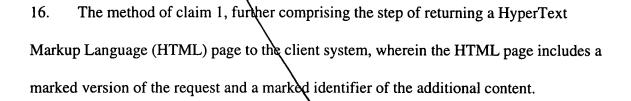
receiving the marked version of the request from the client system;

checking whether a current bridgeport of a plurality of bridgeports marked the

request; and

15   removing the marking from the request provided the current bridgeport marked

the request.

15.   The method of claim 13, wherein the marked version of the request comprises a

Uniform Resource Locator (URL) corresponding to the request appended with additional

20   characters.

16. The method of claim 1, further comprising the step of returning a HyperText Markup Language (HTML) page to the client system, wherein the HTML page includes a marked version of the request and a marked identifier of the additional content.

5 17. The method of claim 1, further comprising the step of returning a HyperText Markup Language (HTML) page to the client system, wherein the HTML page includes the request and an identifier of the additional content.

18. The method of claim 1, further comprising the step of returning a HyperText

10 Markup Language (HTML) page to the client system, wherein the HTML page includes a marked version of the request and the additional content.

19. An apparatus comprising:

a database which stores identifiers of additional content;

15 control logic operative to check whether a request for content from a client system targets one of one or more network servers or whether an additional content inquiry has been received; and

content-adding logic, coupled to the control logic, operative to provide an identifier of additional content to the client system in addition to the requested content.

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20. The apparatus of claim 19, wherein the identifier of additional content stored in the database is network server-specific.

21.   The apparatus of claim 19, wherein the identifiers comprise Uniform Resource

Locators (URLs).

5   22.   The apparatus of claim 19, wherein the apparatus further comprises logic

operative to automatically establish and facilitate a voice call to a PSTN handset in

response to selection of the additional content.

23.   The apparatus of claim 22, wherein the additional content comprises an option to

10   activate the logic operative to automatically establish and facilitate a voice call to a PSTN

handset.

24.   A method comprising the steps of:

(a) receiving either a request for content from a client system which targets a

15   network server or an additional content inquiry from the client system; and

(b) providing, in response to either receiving the request or the inquiry, an

identifier of additional content other than the requested content to the client system.

25.   The method of claim 24, wherein the additional content comprises an option for

20   making a telephone call.

26.   The method of claim 19, wherein the additional content comprises an option for

making a telephone call without requiring provision of a telephone number by a user.

27.   The method of claim 24, wherein the additional content comprises an option for

5   making a telephone call without termination of a current client system to network

communication session.

28.   The method of claim 24, wherein the identifier of additional content comprises a

Uniform Resource Locator (URL).

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Sub q4   29.   A client system comprising control logic operative to receive, as an input, a first

request which targets a first network server, to send an additional content inquiry to a first

component other than the first network server, to subsequently send the request to the first

network server, and to conditionally send a second request to a second component to

15   obtain additional content based on a response to the additional content inquiry from the

first component.

30.   The client system of claim 29, wherein the second component comprises a second

network server.

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31.   The client system of claim 29, wherein the first component comprises a

bridgeport.

32.   The client system of claim 29, wherein both the first request and the second request are each Uniform Resource Locators (URLs).